

Corporate Social Responsibility : The Influence of Employee Engagement on Corporate Social Responsibility

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Abstract

Including more people being aware of corporate social responsibility, questions have arisen concerning whether there is a link between employee engagement and corporate social responsibility. Corporate Social Responsibility (CSR) is being considered as a significant component of a company's performance and activities, with the goal of increasing employee engagement. The goal of this study is to find out how employee engagement and corporate social responsibility are linked. The research was carried out in Erbil, Kurdistan, at vehicle dealerships. In total, 53 people took part in this study. According to the findings of this study, higher levels of corporate social responsibility can lead to higher levels of employee engagement, which supports the research hypothesis. The researchers recommended getting a larger sample size for similar studies in the future due to the study's restriction of a limited sample size.

Keywords— Corporate Social Responsibility, Employee Engagement, Erbil, Kurdistan.

I. INTRODUCTION

Corporate social responsibility (CSR) is a highly valued term that can be considered one of the key components in any organization's or company's success (Abdullah et al. 2021). CSR is a concept with numerous explanations and numerous economic (Ahmed et al. 2021), environmental, and social components (Akoi et al. 2021). Because CSR is seen as a key component of a company's success and activities (Ali & Anwar, 2021), employee engagement will have an impact (Ali et al. 2021). Because employees play a significant influence in a company's success, there is a link between these two variables (Ali, 2014).

II. LITERATURE REVIEW

Corporate social responsibility is an essential idea that can be considered one of the aspects (Andavar et al. 2020) that determines a company's or organization's performance (Anwar & Abd Zebari, 2015). CSR is a concept with a variety of definitions as well as economic (Anwar & Abdullah, 2021), environmental, and social implications (Anwar & Balcioglu, 2016). Businesses and government agencies are becoming more interested in this concept (Anwar & Climis, 2017), which has sparked a spirited

debate among experts (Anwar & Ghafoor, 2017). Increasing attention in the first place, as well as the efforts made by all organizations (Anwar & Qadir, 2017), has led to the improvement of labor standards and anti-corruption measures (Anwar & Shukur, 2015). The origins of the concept of corporate social responsibility as we know it today may be traced back a long way (Anwar & Surarchith, 2015). A greater grasp of CSR is beneficial not only for comprehending the interaction between businesses and their stakeholders, but also for understanding and having a better notion of what business's role in development and contribution to society should be (Anwar, 2016). The concept of corporate social responsibility is not new or revolutionary (Anwar, 2017); the underlying tenet that a firm has a social obligation in addition to profit maximization objectives has a long history (Anwar, K., & Louis, 2017). The concept and practice of corporate social responsibility (CSR) was alive and well between 1900 and 1960 (Aziz et al. 2021). Many major businesses in the first half of the twentieth century were accustomed with involving businesses in community issues and business (Demir et al. 2020). Employees are more conscious of the expansion of obligations and the firm's responsibility to society these days (Faraj et al. 2021), which means that

employers are paying close attention to this issue, which should be handled seriously by managers and businesses (Hameed & Anwar, 2018). The enthusiastic engagement of employees at all levels of the organization is the key to success in any corporation (Hamza et al. 2021). Engaging

employees in corporate social responsibility is one aspect of having a responsible corporation. Because the workplace has an impact on employees, involving them in CSR will increase their performance while also boosting the organization's reputation (Ismael et al. 2021).

Conceptual Framework Research Model

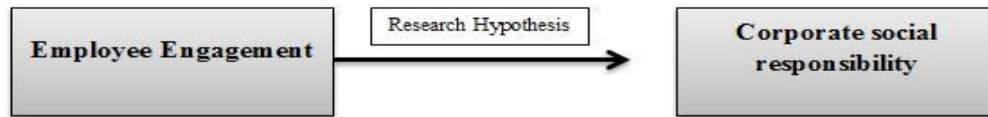


Fig.1: Research Model

Research Hypothesis

Higher employee engagement level can be achieved by higher level of corporate social responsibility.

III. RESEARCH METHODOLOGY

The purpose of this research is to examine the relationship between employee engagement and corporate social responsibility. The study was carried out among car dealerships in Erbil, Kurdistan. Total of 53 participants involved in this study. Five point likert scales was used in this study ranging from not important at all to very important.

IV. DATA ANALYSIS

Table 1- Demographic Analysis

Items	Scales	Frequency	Percent
Gender	Male	30	55.6
	Female	24	44.4
Age	20-29	18	33.3
	30-39	17	31.5
	40-49	13	24.1
	50-59	6	11.1
Education	Bachelor	45	83.3
	Master	9	16.7
Experience	Less than one	9	16.7

	1-5	26	48.1
	6-10	17	31.5
	11 and over	2	3.7

The above table (1) demonstrates the participants' demographic analysis participated in this research. In regard of the participants' gender; 55.6% of the participants were male while 44.4% of the participants were female. In regard of the participants' age; 33.3% of the participants were from 20-29 years old, 31.5% of the participants were 30-39 years old, 24.1% of the participants were 40-49 years old, 11.1% of the participants were from 50-59 years old. In regard of

the participants' level of education; 83% of the participants had bachelor degree and only 16.7% of the participants had Master degree. In regard of the participants' experience(s) 16.7% of the participants had less than one year of experience, 48.1% of the participants had 1-5 years of the experiences, 31.5% of the participants had 6-10 years of the experiences and only 3.7% of the participants had 11 years and over of the experiences.

Table 2- Reliability Tests

Items	Cronbach's Alpha	Number of Items
Employee engagement	.849	10
CSR	.775	10

The above table (2) shows the reliability test of 10 items for employee engagement and 10 items for corporate social responsibility. The Cronbach's Alpha for ten employee engagement's ten items = .849 which is greater than .6 this means that ten items used for employee engagement factor

were reliable for this study and the Cronbach's Alpha for ten corporate social responsibility's ten items = .775 which is greater than .6 this means that ten items used for corporate social responsibility factor were reliable for this study.

Table 3-Correlations Analysis

Factors	Pearson Correlation	Engagement	CSR
Employee Engagement	Pearson Correlation	1	.858**
	Sig. (2-tailed)		.000
	N	54	54
CSR	Pearson Correlation	.858**	1
	Sig. (2-tailed)	.000	
	N	54	54

** . Correlation is significant at the 0.01 level (2-tailed).

The above table (3) shows the correlation analysis between employee engagement and corporate social responsibility. The value of Pearson Correlation = .858**

which is greater than 0.01 this means that there is a positive and strong correlation between employee engagement and corporate social responsibility.

Table 4- Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.858 ^a	.736	.731	.39631

a. Predictors: (Constant), engagement

The above table (4) shows the value of R Square =.736 which means that 73% of the variables are explained in this study.

Table 5- ANOVA

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	22.808	1	22.808	145.220	.000 ^b
Residual	8.167	52	.157		
Total	30.975	53			

a. Dependent Variable: CSR

b. Predictors: (Constant), engagement

The above table (5) shows the value of F for both variables (employee engagement and corporate social responsibility) is 145.220>1 which indicates there is a significant association between both variables.

Table 6- Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	.278	.250		1.115	.270
engagement	.963	.080	.858	12.051	.000

a. Dependent Variable: CSR

The above table (6) shows the value of Beta=.858 which is greater than 0.01 this indicates that there is a positive relationship between employee engagement and corporate social responsibility.

V. CONCLUSION

The main aim of this research is to find out the relationship between employee engagement and corporate social responsibility in car dealership in Erbil, Kurdistan. A multiple regression analysis was used to analyze this research. Two different variables have been analyzed; employee engagement as independent variable and corporate social responsibility as dependent variable. The findings of this study revealed that higher employee engagement level could be attained by higher level of corporate social responsibility, accordingly the research hypothesis supported. The limitation of this study was the small sample size; the researchers recommended obtaining bigger sample size for similar studies in the future.

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